

Namibia - Etosha National Park and Tourism Marketing

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Overview

Identification

COUNTRY

Namibia

EVALUATION TITLE

Etosha National Park and Tourism Marketing

EVALUATION TYPE

Independent Performance Evaluation

ID NUMBER

DDI-MCC-NAM-TOUR-2019-v01

Version

VERSION DESCRIPTION

Anonymized dataset for public distribution

Overview

ABSTRACT

This is a mixed-method, ex-post performance evaluation drawing on primary and secondary data sources and using multiple methods to address each of the evaluation questions. The evaluation team will gather qualitative data and analysis of key informant interviews (KIIs) and focus group discussions (FGDs) to understand the effectiveness of marketing efforts. The team will also conduct ex-post data collection (via online surveys) and analysis of tourism operator perceptions and along the new tourism routes. They will supplement these primary sources of data with secondary data on Namibian tourist arrivals, social media comments and reviews from sites such as Trip Advisor; and use Google Analytics to examine web traffic and engagement for key Namibian tourism sites and, to the extent possible, assess the effectiveness of the online marketing efforts. Although there are limitations in the secondary data, to the extent possible the evaluation team will analyze and compare specific trends in revenues, visitor arrivals, and accommodation establishments pre-Tourism Project with trends during and after the Tourism Project.

Evaluation questions include:

1. Was the Tourism Marketing Activity implemented according to plan?
2. To what extent, if any, did the individual tourism marketing efforts, and the activity as a whole, change the way tour operators do business regarding Namibia or play a role in increasing tourist arrivals in Namibia generally, from North America specifically, and to conservancy sites in particular as indicated by operator self-reporting and conservancy tourist revenues?
3. How effective are the online marketing efforts in promoting ENP, particularly compared with traditional tourism marketing?
4. To what extent, if any, do stakeholders perceive the development and marketing of the new tourist routes lead to sustained functioning of those routes, tour operator promotion and use of the routes, and benefits to enterprises along the routes?
5. To what extent, if any, have North American tourism destination marketing efforts contributed to changes in perception among tour operators or potential tourists?
6. How sustainable are Compact investments in tourism marketing?

EVALUATION METHODOLOGY

Other (Performance Evaluation)

UNITS OF ANALYSIS

Tour operator

KIND OF DATA

Sample survey data [ssd]

TOPICS

Topic	Vocabulary	URI
Finance, Investment, Trade	MCC Sector	

KEYWORDS

Tourism, Namibia, ENP, Marketing, Infrastructure

Coverage

GEOGRAPHIC COVERAGE

National coverage, with focused activities in the north of the country near Etosha National Park

UNIVERSE

Tour operators in Namibia, North America and enterprises in Namibia

Producers and Sponsors

PRIMARY INVESTIGATOR(S)

Name	Affiliation
Abt Associates	

FUNDING

Name	Abbreviation	Role
Millennium Challenge Corporation	MCC	

Metadata Production

METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
Millennium Challenge Corporation	MCC		Review of Metadata
Abt Associates			Independent Evaluator

DATE OF METADATA PRODUCTION

2019-04-03

DDI DOCUMENT VERSION

Version 1 (4-3-2019)

DDI DOCUMENT ID

DDI-MCC-NAM-TOUR-2019-v01

MCC Compact and Program

COMPACT OR THRESHOLD

Namibia Compact

PROGRAM

The objective of the Namibia Tourism Project was to “grow the Namibian tourist industry by improving tourism management and increasing awareness of Namibia as a tourist destination.” To meet this objective, the Project included three Activities,

targeted at: 1) Improving management of ENP 2) Strengthening tourism marketing to the country, especially from North America 3) Developing ecotourism in communal conservancies This independent evaluation covers the Tourism Marketing Activity, which aimed to increase tourist arrivals to Namibia by expanding marketing to North America in particular, by establishing an interactive website to market Namibia online as one of the best tourist destinations, and by creating local and regional tourism routes. To increase tourism marketing, the Namibia Tourism Board (NTB) pursued a cooperative marketing program with operators in key markets. Cardno was contracted to implement the North America Destination-Marketing (NADM) Sub-activity. Grant Thornton and Open Africa were contracted to 1) develop and implement regional tourism routes in Namibia to spread the benefits of tourism to local communities and create jobs; 2) manage those routes; and 3) promote tourism to the region to encourage cooperation among tourism operators. Finally, Solimar International was contracted to deliver the online marketing component and MMG Worldwide, a multimedia and web development company, was contracted to redesign the NTB website.

MCC SECTOR

Finance, Investment, and Trade (FIT)

PROGRAM LOGIC

The Tourism Marketing Activity included a number of sub-activities that collectively aimed to increase the exposure of Namibia as a tourist destination, increase the number of tourists visiting Namibia, and increase the economic opportunities in the tourism sector. The Destination marketing to the North American Market Sub-activity aimed to grow the Namibian tourism industry by carrying out an innovative, trade-focused marketing campaign to increase both arrivals from the North American market and the number of North American tourism businesses that offered tours and packages to Namibia. The Development and marketing of local and regional tourism routes Sub-activity aimed to develop local and regional tourism routes in Namibia and improve the country's offerings and appeal to international (and domestic) travelers, thereby increasing rural communities' prospects for improving their livelihoods through tourism enterprise. The Interactive website development Sub-activity aimed to increase the number of tourist arrivals to Namibia by raising the country's profile in target markets.

PROGRAM PARTICIPANTS

North American tourism media outlets Namibian travel trade business persons trained in business marketing Tourist operators from North America

Sampling

Study Population

Tour operators in Namibia, North America and enterprises in Namibia

Sampling Procedure

Online Enterprise Survey

All enterprises included on a list NTB provided in 2018 will be surveyed. To confirm whether a respondent's enterprise is located along the routes and/or around ENP, the survey will begin with a number of screening questions to categorize each enterprise. Those enterprises that are along the routes and/or around ENP will serve as "treatment groups". Those that are not located near ENP or the routes will serve as a "comparison group" that will allow the team to "control" somewhat for country-wide economic shifts that may have affected enterprises during the intervention period but outside of the Tourism Project. The evaluation team expects a response rate of about 3 to 5 percent, which is a conservative estimate based on numbers achieved in past online surveys.

Namibian and North American Tour Operator Survey

This survey will go to as many tour operators as possible from a list of 1,000 tour operators targeted by the NADM campaign, since online surveys have notoriously low response rates. As with the Enterprise Survey, based on prior experience the team expects a response rate of about 3 to 5 percent.

Questionnaires

Overview

Online Enterprise Survey

The questionnaire will ask owners/managers about trends in the number of guests or visitors and the revenue they received before and after the Tourism Project and about their perceptions of the Project's contribution to their businesses. Specifically, the survey includes recall questions in an attempt to determine trends in the number of guests/visitors, revenue, employees, and (for lodging operators) the number of rooms of the surveyed enterprises. The survey will also ask about enterprise use of NTB/Open Africa marketing materials and their satisfaction with NTB/Open Africa marketing support.

Namibian Tour Operators Survey

This questionnaire will ask tour operators about their business profile (e.g., tour characteristics, trip data, revenues), and will collect data on their perceptions about the effectiveness of NTB marketing materials, their satisfaction with NTB marketing activities, and the reported numbers of tourists sent to Namibia over time. The survey will ask recall questions to attempt to measure the “pre” conditions, but will also include questions about changes in perception to try to triangulate results.

North American Tour Operators Survey

This questionnaire is very similar to the Namibian Tour Operator Survey with only a few questions that are slightly different due to the location of these operators.

Data Collection

Questionnaires

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Data Processing

No content available

Data Appraisal

No content available